

ABSTRACT OF THE DISCLOSURE

Systems and methods are disclosed for electronically generating targeted lists of customers and consumers. To generate the targeted lists, a marketplace search engine initially receives a keyword from a customer as part of a request for content related to the keyword. The search engine obtains and transmits the search results to the customer and then transmits to the customer an invitation to be included in the target list related to the keyword. The marketplace search engine then receives from the customer an acceptance of the invitation to be included in the target list, where the acceptance includes contact information for the customer. The engine addresses the request using the contact information and then transmits a confirmation request. Preferably, the search engine receives a confirmation of the acceptance from the customer; and then adds the contact information for the customer to the targeted list related to the keyword.